



## **Mamelodi high school learners get hooked on recycling through FIFA World Cup™ Ticket Fund competition**

Learners from three Mamelodi high schools recently completed their collection of plastic polyethylene terephthalate (PET) bottles and tin cans in a competition that will earn them their share of 20 000 tickets to the 2010 FIFA World Cup™ games during June and July of this year.

“Our learners were so excited about the possibility of winning tickets to the FIFA World Cup™ that they brought cans and bottles to school every day. At the end of the competition we had a mound of more than 17 000 plastic bottles in our school courtyard,” said Joseph Sebidi, a teacher at Lehlabile High School.

The competition, which includes 200 schools from across South Africa’s nine provinces selected by the Department of Education, forms part of the Coca-Cola National Schools Recycling Programme – called *Give It Back* - which will award 20 000 tickets to the 2010 FIFA World Cup™ games through the FIFA Ticket Fund. The FIFA Ticket Fund was created to enable South Africans who cannot afford to buy tickets, the opportunity to attend matches.

“Before this competition we didn’t know about recycling. When we were collecting the bottles and cans in the community the people first laughed, but then they asked us why we were collecting garbage and we told them that these bottles and cans can be used again and don’t have to stay on our streets, and by collecting we would win tickets to see the World Cup,” said Jack Mwale from Stanza Bopape High School as he held up two large plastic bags filled with recyclable PET bottles.

“When you recycle cans and bottles you help save the world. Through this project we have learned that it is important to look after our environment and now we can win tickets to watch the World Cup which makes us very happy,” said Mbali Ngwenya from Solomon Mahlangu High School, who wrote a poem for a creative competition which also forms part of the programme and allows more learners to win tickets.

The Coca-Cola National Schools Recycling Programme focuses on recycling and the inculcation of a recycling culture among the learners. The programme also supports FIFA’s “Green Goal” programme of heightening awareness and encouraging participation in efforts of saving our environment.

“Coca-Cola chose recycling as one of its legacy projects around its partnership with FIFA on the 2010 FIFA World Cup™ spectacular in South Africa. This initiative also fits in well within Coca-Cola’s *Live for a Difference* business philosophy of doing business in a way that adds value to the communities that we do business in,” says Onwell Msomi, the General Manager 2010 FIFA World Cup™ Project Unit at Coca-Cola South Africa.

Since the FIFA Ticket Fund launch in August 2009, Coca-Cola has successfully provided training for Department of Education (DoE) facilitators, who in turn have trained 697 teachers across all nine provinces.

“These teachers have been tasked with educating learners in the classroom on the environmental curriculum that underpins this competition, as well as the rules, regulations and mechanics of the 2010 FIFA World Cup™ Ticket Fund,” adds Msomi.

The curriculum focuses on promoting the environment and ways in which people can reduce the negative impact that modern society has on it.

In addition to participating in classroom-based lessons, learners are currently collecting PET (polyethylene terephthalate) plastic bottles and cans for recycling. Those who collect the most bottles and cans will win tickets to one of the 64 games of the 2010 FIFA World Cup™.

Mr Enver Surty, Deputy Minister of Basic Education, welcomed the initiative as an opportunity to promote sustainable development by harnessing the excitement of the first ever African World Cup. Mr Surty said, “The Department of Basic Education supports the Coca-Cola National Schools Recycling Competition as an important initiative to encourage young people to support recycling and sustainable development from an early age. Let’s all act together to protect our environment and secure our planet for future generations.”

Collect-a-Can and PETCO will be providing the necessary support for the collection of cans and bottles for this initiative. Mathabo Phomane, Public Relations and Marketing Manager for Collect-a-Can indicated, “We at Collect-a-Can are delighted to be part of the Coca-Cola National Schools Recycling Programme. This project touches on two of our core major focuses – empowerment of the less fortunate through recycling and educating the youth from an early age about the importance of recycling. Through this initiative we are able to show the youth that recycling can be fun and rewarding.”

## ***Ends***

### **For more information, please contact:**

Sammy Mohlaoli  
Senior Communications Manager  
Coca-Cola South Africa  
Tel: +27 11 644 0528  
Fax: +27 11 644 0766  
Mobile: +27 79 525 6934  
E-mail: [smohlaoli@afri.co.com](mailto:smohlaoli@afri.co.com)

### **School Media Visits:**

Media interested in visiting one of the schools in the nine provinces should contact:

John Boyd  
Tel: +27 11 506 7300  
Mobile: +27 84 310 9817  
E-mail: [johnb@meropa.co.za](mailto:johnb@meropa.co.za)

## **About The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands.

Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Coca-Cola Lite, Fanta, Sprite, Coca-Cola Zero, glaceau vitaminwater, POWERADE, Minute Maid and Chaywa Coffee.

Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees.

Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Coca-Cola Company's beverages at a rate of nearly 1.6 billion servings a day.

With an enduring commitment to building sustainable communities, the Coca-Cola Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) and [www.coke.co.za](http://www.coke.co.za)

## **About Collect-a-Can**

Collect-a-Can is a joint venture between ArcelorMittal South Africa (Africa's major steel producer and producer of tinsplate for food and beverage cans) and Nampak (Africa's largest packaging company and beverage can producer). Collect-a-Can actively works within the community to support recycling initiatives and have a strong commitment to socio economic empowerment. They have worked very closely with schools over the past 17 years, raising the awareness and importance of recycling from an early age.

Collect-a-Can is dedicated to ensure that used beverage cans and consequently tinsplate, exist in harmony with the environment. The company is involved in the recovery of all scrap tinsplate generated in the tinsplate and can-making processes. Collect-a-Can is a recovery as opposed to a profit driven company. Collect-a-Can have branches in Gauteng, Western Cape and KwaZulu Natal; they are also represented in Botswana and Namibia. For more information on Collect-a-Can visit [www.collectacan.co.za](http://www.collectacan.co.za)